IN THE CLAIMS

155.   (Currently Amended) A <u>method for selecting media</u> ~~television program searching~~

~~method in a television system in which at least program title information for programs which are~~

to-be-transmitted ~~in the future is transmitted in advance to form a channel guide list~~, comprising

the steps of:

storing in a memory ~~means~~ data ~~representing said channel guide list~~ <u>describing available</u>

<u>media</u> and storing data representing characteristics of ~~television programs~~ <u>media</u> previously

~~watched~~ <u>selected</u> by a user;

performing a search of said <u>available media</u> ~~channel guide list~~ for a ~~match~~

<u>correspondence</u> to specific data representing said characteristics of ~~television~~ programs <u>media</u>

previously ~~watched~~ <u>selected</u> by said user; and

notifying said user of available ~~television programs~~ <u>media</u> having characteristics similar

to characteristics of a previously <u>selected media</u> ~~watched television program~~.

156.   (Currently Amended) The method of claim 155 wherein <u>said media comprises</u>

<u>television programs and said data describing available media comprises a channel guide list,</u>

~~when~~ <u>and</u> television program-descriptive text accompanies said channel guide list, includes the

further step of:

performing a search of said television program-descriptive text for a particular text string

which relates to at least one of title, star~~, director~~, or context of said television program.

157.   (Currently Amended) The method of claim 155, wherein said step of notifying said user includes the step of producing a display including a list of the available ~~television programs~~ media meeting a predetermined correspondence criteria ~~matched during~~ ~~said step of~~ ~~performing a search~~ on a display screen for viewing by the user.

158.   (Original)   The method of claim 157, further comprising a step of altering the produced display by a user using a data entry device.

159.   (Currently Amended) The method of claim 158, further comprising the step of selecting one of the available ~~television programs~~ media items displayed on the list of available media ~~television programs~~.

160.   (Original)   The method of claim 155, wherein said specific data representing said characteristics of television programs previously watched by said user includes at least one of topic, title, date and theme information.

161.   (New) The method of claim 155, further comprising the step of displaying a list of available television programs, and receiving an input for recording a selected one of the available television programs.

162.   (New) A system, comprising:
a controller for controlling delivery of media to a user;

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at least one memory for storing a media guide comprising a data representing

characteristics of media within a set of available media, and data representing characteristics of

media previously presented to the user; and

a processor for determining a correspondence between data representing characteristics of

media in said media guide with data representing characteristics of media previously presented,

and producing a signal dependent on said correspondence.

163.   (New) The system according to claim 162, wherein said signal controls a

recording of a program.

165.   (New) The system according to claim 162, wherein said signal produces a list of

choices for a user through a human user interface.

166.   (New) The system according to claim 162, wherein a user interaction with said

system serves as an input to an adaptive algorithm of said processor for determining said

correspondence.

167.   (New) The system according to claim 162, wherein said at least one memory

further stores information regarding at least two humans, wherein said signal is dependent on a

defined set of humans.

168.   (New) The system according to claim 162, wherein said processor controls

delivery of media in dependence on a financial transaction.

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169. (New) A system for selecting media items, comprising:

(a)   a user interface for receiving a selection of a media item from a user and for delivering a response to the selection;

(b)   a database for storing media items and characteristics thereof available for selection, and a history of selections made by the user;

(c)   a processor for searching available media items in the database and for presenting a recommendation of at least one media item to the user, based on a correspondence of said selection and media items in said database; and

(d)   an accounting database for recording commercial transaction data relating to selections made by the user.

170.   (New) The system of claim 169 wherein said media items comprise television programs and said stored characteristics comprise a channel guide list, and television program-descriptive text accompanies said channel guide list.

171.   (New) The system of claim 169, wherein said recommendation presented by said processor produces a display including a list of the available media meeting a predetermined correspondence criteria on a display screen for viewing by the user.

172.   (New) The system of claim 169, wherein said characteristics comprise an identification of a program type.

173.   (New) The system according to claim 169, wherein said processor controls a

recording of a said media item.

174.   (New) The system according to claim 169, wherein said database stores a history

of selections made by a plurality of users.

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